



- WHO:** Producers and exporters of U.S. food and beverage products
- WHAT:** The *American Café* at PRODEXPO – 12th International Exhibition in Moscow for the restaurant, foodservice, supermarket, and food processing sectors
- WHEN:** February 14-18, 2005
- WHERE:** ExpoCenter (Krasnaya Presnya Exhibition Center), Moscow, Russia
- WHY:** The largest trade exhibition of its kind in Russia, Prodexpo represents an excellent opportunity to present products to key food importers, distributors, retailers and processors in one of the fastest growing economies in the world

THE RUSSIAN MARKET:

- Population of 144 million, largely urban, with several major metropolitan centers
- Continued strong economic growth - projected at nearly seven percent in 2004
- U.S. exports to Russia of consumer-oriented and intermediate products totaled more than \$550 million in 2003, with growing demand for a wide range of new items.
- Agricultural imports from all sources tops \$10 billion, and U.S. exporters can be competitive against European suppliers.
- Increasing consumer confidence, with disposable income growing 15 percent per year
- Rapid expansion of western-style supermarkets, helping total retail sales to nearly double over the past three years

BEST PRODUCTS:

Fresh fruit; dried fruit and nuts; exotic juices; wines; wild rice; canned and packaged foods; microwave products (including popcorn); confectionery; poultry meat; beef; pork; fish and seafood products and intermediate products for further processing such as soy food products, dried potato products, oils, flavorings, and beverage bases and preparations.

CONTACTS:

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Tobitha Jones, Trade Show Coordinator
USDA/FAS/Washington
Tel: (202) 690-1182
Fax: (202) 690-4374
E-mail: Tobitha.Jones@usda.gov

APPLICATION DEADLINE: Nov. 30, 2004

PARTICIPATION FEE: \$500 for the Café *

* A limited number of individual booths will also be available (at a higher price) – please contact us for further information

PLEASE JOIN US IN THE AMERICAN CAFÉ AT PRODEXPO 2004!

AMERICAN CAFÉ

Prodexpo

Moscow, Russia-February 14-18, 2005

APPLICATION

COMPANY NAME _____
CONTACT NAME _____
ADDRESS _____
PHONE NUMBER _____
FAX NUMBER _____
E-MAIL _____

The cost to display your products will be \$500.00 NON REFUNDABLE. Transporting your products from the consolidation site to Russia is included in this fee. If you ship over 100 pounds we will charge overages to your company.

Product Information

Product(s): _____

Product(s) description: _____

Is the product already in Russia? _____

If yes, provide the name and address of the broker/distributor _____

If no, are you actively searching for an agent? _____

In what type of packaging is the product available?
(e.g., HRI, retail, vending, etc.) _____

Has the product been packaged for Russia _____

If not, are you willing? _____

If possible, please send us a price list. _____

Is the company able to supply _____ Large supermarket chains
_____ Small independent grocery chains
_____ Large foodservice chains
_____ Small independent operations

Presentation instructions: _____

Promotional items to be included: _____

Please fax application to Tobitha Jones Fax (202) 690-4374

We will fax you a contact list of interested buyers by March 20, 2004

Payment Status

PLEASE MAKE CHECKS PAYABLE TO USDA/FAS.

Credit Card

? MasterCard

? Visa

? American Express

? Discovery

Card Number

Exp. Date and Signature

Consolidation Site

For shipping information, please contact:

Tobitha Jones

USDA Trade Show Office

Tel: (202) 690-1182

Fax: (202) 690-4374

e:mail:Tobitha.Jones@usda.gov

Please send your checks to:

Mailing Address

USDA Trade Show Office

STOP 1052

Room 4939, South Building

Washington, DC 20250-1052

Street Address (for courier service)

USDA Trade Show Office

Room 4646, South Building

14th St. & Independence Ave., SW

Washington, DC 20250-1000